



主辦機構：香港設施管理學會
The Hong Kong Institute of
Facility Management

China Real Estate Conference Shanghai, China 中國房地產會議 中國上海

Global subprime mess, credit contraction, volatile oil prices, bubbly commodities market, inflation pressure everywhere, falling US dollar, and sluggish China real estate sales...What to make of these and the China real estate markets? Dangers or Opportunities? Pull out or Get in? Sign up to learn what the prominent and established experts and players in China real estate development, investment, finance, and management are thinking, planning, and doing to meet and take advantage of these challenges. Miss out and you may have a lot to explain later to your clients, shareholders, and investors!

次按危機威脅全球，信用緊縮，石油價格變化反覆，商品市場呈泡沫化，通脹壓力處處蔓延，美元持續疲軟，以及中國房地產銷售蕭條滯後??到底是什麼導致以上現象？是什麼導致中國房地產市場當下的局面呢？是危險？還是機遇？應置身事外？還是要積極投入呢？你應該參與本次中國房地產大會，加入到我們當中。本次大會邀請了任職中國房地產及相關金融投資、管理界的杰出人士和該領域的著名專家參與及演講。他們將就中國房地產市場的現狀展開話題，與大家分享他們的觀點和計劃，以及他們將如何應對全球經濟一體化的挑戰。不要錯過這次難得的機會，它將帶給你許多啟發，促進你日後事業的發展。

J W Marriott Hotel Shanghai
Tomorrow Square

中國上海明天廣場JW萬豪酒店

6 - 7 November, 2008 (Thu & Fri)
2008年11月6・7日

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China is an emerging economy with good though challenging economic prospects and foreign investment interest in various asset classes, real estate included, is also growing.

Notwithstanding improving real estate standards and practices in the Mainland, substantial differences still exist in the comprehension, understanding, and application of techniques and skills related to real estate development, investment, and facility management (FM) between the Mainland and their foreign counterparts and joint venture partners. These are aspects where Hong Kong professionals can come in and add value via e.g. bridging the technical gaps and helping to seek common investment grounds between the parties.

The conference will offer a platform for exchanging such ideas between all parties concerned.

The objective is to explain how various real estate development, investment, and facility-asset-portfolio management knowledge, skills, techniques, and practices can help enhance real estate returns, lower risks, and improve overall asset performances.

中國是一個新興的經濟體，其經濟前景良好卻挑戰重重。外商在各類型資產的投資利益，包括房地產在內，也在迅速增長。

儘管中國內地房地產行業的標準和實踐日益提高，但實際上其與國外以及相關合作夥伴仍然存在距離。這段距離體現在他們對與房地產開發，投資和設施管理(FM)相聯繫的技術和技能的不同感知，理解和運用。而以上因素則成為了香港業界專業人士得以進入中國內地房地產領域的契機。同時，也可以填補國內技術上的缺失和協助尋求合適的投資場所。

本次會議將為各與會者交換觀點和意見提供一個平臺。目的是闡釋房地產開發，投資和設施綜合資產管理知識、技巧、技術和實踐的多樣性，以及這些多樣性如何提高房地產回報，降低市場風險以及促進資產的總體績效。

Conference Programme 會議程序 6 November 2008 (Thursday) 2008年11月6日(星期四)

Time 時間	Programme 程序	Speaker(s) 講者
0845-0915	Registration 入場登記	
0915-0935	Opening Ceremony 開幕式	
0935-0940	Welcome Speech 歡迎辭	Mr. CHUNG Wai Kit, Stephen 鍾維傑先生 President (2008/09) The Hong Kong Institute of Facility Management 香港設施管理學會會長(2008/09年度)
0940-1000	Opening Speech 開幕辭	To be confirmed 待定
Session 1 會議一		
1000-1030	The Potential demand for China property derivatives 中國資產衍生工具的潛在需求	Prof. CHAU Kwong Wing 鄒廣榮教授 Chair Professor The University of Hong Kong 香港大學講座教授
	Q&A 答問	
Coffee Break 茶聚		
Session 2 會議二		
1100-1200	China - From Here to 2010 中國 -- 邁向2010	Mr. Richard BARRETT Director Treasury Holdings China Ltd
	Real Estate Lending and the Mortgage and Credit Crisis : Going Forward 房地產借貸、按揭及信貸危機: 展望將來	Prof. John M. QUIGLEY Professor University of California, Berkeley, USA 美國加州大學柏克萊校區教授
	Q&A 答問	
Lunch 午餐		
Session 3 會議三		
1400-1530	How to Cope with Policy Risks for Property Development in China 如何應對中國房地產發展的政策風險	Mr. Stones TSE 謝世東先生 Group Managing Director and CEO SPG Land (Holdings) Limited 盛高置地(控股)有限公司 董事總經理兼行政總裁兼執行董事
	Law and Practice - Foreign Investment in China's Real Estate Market 中國房地產市場中的外商投資 - 法律與實踐	Mr. David YU 俞衛鋒先生 Partner Llinks Law Offices 通力律師事務所合伙人
	Leading Practices for Real Estate Owners and Fund Managers in Leveraging Technology to Optimize NOI 基金經理如何利用先進房產管理技術增加利潤	Mr. David STANFORD Executive Director Real Foundations
	Q&A 答問	
Coffee Break 茶聚		

Time 時間	Programme 程序	Speaker(s) 講者	
Session 4 會議四			
1600-1700	China Property Market Overview 中國房地產市場概述	Mr. YU Kam Hung 余錦雄先生 Senior Managing Director CB Richard Ellis 世邦魏理仕有限公司高級董事總經理	
	Management of Commercial Real Estate 商用不動產管理	Mr. YU Qingxin 于慶新先生 Chairman / Executive Director Beijing Chamber of Commerce for Property Management 北京市物業管理商會會長及常務理事	
	Q&A 答問		

7 November 2008 (Friday) 2008年11月七日(星期五)

Time 時間	Programme 程序	Speaker(s) 講者	
0900-0930	Registration 入場登記		
Session 1 會議一			
0930-1030	Property Investment Dynamics in Asia 亞洲房地產投資的動態變化	Prof. Graeme NEWELL Professor University of Western Sydney, Australia	
	China REITs : An Emerging Asset Class? 中國房地產信託基金:新興的資產種類?	Mr. Keith WU 吳兆基先生 CEO and Executive Director Henderson Sunlight Asset Management Limited 恒基陽光資產管理有限公司行政總裁兼執行董事	
	Q&A 答問		
Coffee Break 茶聚			
Session 2 會議二			
1100-1200	China Real Estate Market: Challenges and Opportunities in 2009 中國房地產市場: 2009年的機遇與挑戰	Mr. Vincent MO 莫天全先生 CEO Soufun.com Limited 搜房公司行政總裁	
	Global Credit Crisis and What This May Mean for China 全球信貸危機對中國的影響	Mr. Nicholas BROOKE 布祿祺先生 Chairman Professional Property Services Ltd	
	Q&A 答問		
Lunch 午餐			
Session 3 會議三			
1400-1530	"Crisis & Opportunities" in the Chinese Real Estate Market 中國房地產市場: 危機及機會	Mr. Joe XIANG Managing Director & Head of Real Estate Finance (Greater China) RBS Real Estate Finance Group Asia	
	Factors Driving the Successful Outsourcing of Facility Management 外判設施管理的成功關鍵	Mr. Christian COSTABEL Senior Vice President and CFO Siemens Building Technologies China	
	Lessons from World Cities for a Quality Sustainable Environment 從世界城市經驗中學習, 建設優質的可持續環境	Prof. Hon. Patrick LAU Sau-shing, SBS, JP 劉秀成教授 Legislative Councillor, LEGCO, HKSAR 香港立法會議員	
	Q&A 答問		
Coffee Break 茶聚			
Session 4 會議四			
1600-1700	UK Public Sector Management 公共領域資產管理在英國	Mr. Keith JONES Performant Carter Consulting Managing Director	
	China Real Estate Black Swan? Playing the Devil's Advocate 中國房地產之黑天鵝? 有或沒有?	Mr. CHUNG Wai Kit, Stephen 鍾維傑先生 Director - Assets and Managing Director Zeppelin Real Estate Analysis Limited 卓凌建築設計暨工程開發有限公司資產總監及董事總經理	
	Q&A 答問		

Registration Form 會議註冊表格

Date : 6 November 2008 (Thursday) and 7 November 2008 (Friday)

日期 : 2008年11月6日(星期四)及2008年11月7日(星期五)

Venue : Shanghai JW Marriott (Tomorrow Square) 399 Nanjing West Rd Shanghai China

地點 : 上海明天廣場JW萬豪酒店 中國上海南京西路399號

Places are limited on a first-come-first-served basis

名額有限,先到先得

Registration Fee (including handouts, coffee breaks and lunches) 費用(包括講義、茶點及午餐) :

	Early Bird Registration Fee (per person) 提早優惠註冊費 (每位) Register on or before 18 October 2008 2008年10月18日前註冊	Registration Fee (per person) 註冊費 (每位)	No. of Reservation 席位人數	Total Amount 註冊總費
HKIFM & Supporting Organizations' Member 香港設施管理學會及是次支持機構之會員	HK\$2,860 or RMB ¥2,518 港幣\$2,860 或 人民幣 ¥ 2,518	HK\$3,860 or RMB¥3,398 港幣\$3,860或人民幣 ¥ 3,398		
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Walk-in (Registration received after 31 October 2008) 即場登記 (2008年10月31日後報名)	—	HK\$5,680 or RMB ¥4,998 港幣\$5,680 或 人民幣 ¥ 4,998		

Personal Data* (Please tick the appropriate box) 個人資料* (請在適當方格內加上「」號)

Title 稱謂 : Prof. 教授 Dr. 博士 Ir. 工程師 Mr. 先生 Ms. 小姐 Mdm. 女士

Name 姓名 : _____

Company Name 公司名稱 : _____ Job Position 職銜 : _____

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Postcode 郵編 : _____

Company Tel 公司電話 : _____ Mobile Phone 手提電話 : _____

Company Fax 公司傳真 : _____ Email Address (must be filled) 電郵 (必須填寫) : _____

* Please use separate sheet if there is insufficient space 如未能盡錄於以上表格內, 請用另頁填寫交回

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本公司/本人將註冊費直接匯到以下銀行戶口,資料如下:

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Bank Name 銀行名稱: 交通銀行上海分行(赤鋒路支行)

Account No. 賬號: 310066344010252059400

Bank Address 銀行地址: 上海市赤鋒路81號

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Fax No. (8621) 6598 3283 Contact Person : Ms. Shen Tel No. (8621) 6598 3283 or (8621) 6598 1142

請將參加者名字清楚列於銀行收據副本上,並將此副本連同註冊表格傳真至同濟大學 傳真:(8621) 6598 3283 聯繫人:沈老師 電話:(8621) 6598 3283 或 (8621) 6598 1142

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The Hong Kong Institute of Facility Management (HKIFM-PSDAS)

c/o Department of Real Estate and Construction

5/F., Knowles Building, the University of Hong Kong,

Pokfulam Road, Hong Kong.

香港設施管理學會(HKIFM-PSDAS)

香港薄扶林道香港大學紐魯詩樓五樓

香港大學房地產及建設系

Contact Person 聯絡人: Ms Janet Lee 李秋妍小姐

Tel No. 電話: (852) 2241 5924 or (852) 9303 3663

Fax No. 傳真: (852) 2559 9457

* The organizer reserves the right to cancel the conference and/or change the speakers and/or topics without prior notice.

主辦機構保留取消會議及/或更改程序及/或講者之決定權